REMARKS

I.   **Introduction**

Claims 1 to 38, and 40 to 43 stand rejected. To improve clarity, Applicant has cancelled the original claims 1-43 and added new claims 44-79 have been added. Claims 44-79 are presently pending. The amendment does not add new matter and is supported by the originally filed disclosure. In view of the following remarks, it is respectfully submitted that all of the presently pending claims are allowable, and reconsideration of the present application is respectfully requested.

Applicant maintains and incorporates all of the arguments made in the previous office action response regarding the cited Dureau, Chaganti, and Footer references. In particular, Applicant respectfully asserts Chaganti's system is clearly not a real time system, as he discusses preferably downloading data on a monthly basis. Even if an ordinary artisan were arguably lead to combine Dureau with Chaganti to control access, as put forward in the Office Action, common sense would suggest to such to such an artisan to use the relational database preferred and recommended by Chaganti. Particularly since such off the shelf relational database systems are more easily programmed and provide the very access control features allegedly motivating the combination.

New claim 44, in addition to the features discussed previously, claim 44 recites a plurality of event products which handle different respective events or portions of events. The event products process response requests, as well as collecting and storing response request data in the master journal file. This feature is not found in the cited art of record. Moreover, data on the different events and in different formats is collected simultaneously in the same system, and aggregated. This allows multiple types of programs and or other media to be handled simultaneously in real time. Claims 45-48 depend from claim 44 and therefore should be allowable for at least similar reasons. Claim 49 recites features similar to claim 44 in method form. Claims 50-52 depend from claim 49 and therefore should be allowable for at least similar reasons.

Claim 53 recites that the collected multimedia output is stored "entirely as a flat file". This feature is neither taught nor suggested by the cited prior art. Although Chaganti mentions flat files, nothing in the cited Chaganti references teaches that the entire transaction data from Dureau should be stored as a flat file. Given that Chaganti repeatedly states that the preferred implementation of his system is a relational database, nothing in Dureau would teach or suggest an ordinary artisan to save the entire output from Dureau's

client devices as a flat file. Thus, even if an ordinary artisan were lead to combine Chaganti with Dureau, they would be lead by common sense to using a relational database, not a flat file. This would particularly be true given that Dureau's system is not real time, downloading preferably from a set top box on a *monthly* basis.

Claim 54-68 depend from claim 53 and therefore should be allowable for at least similar reasons. Claims 69 should be allowable for at least reasons similar to claim 53. Claim 69-78 depend from claim 68 and therefore should be allowable for at least similar reasons to claim 68.

Separately and independently, new claims 65-68 and 76-79 recite particular types of interactive media data, namely polling, wagering, purchase information, and sweepstakes, which are handled by the claimed system or in the claimed method of parent claims 53 and 68 respectively. These features are believed to provide an additional reason for allowance over the cited references of record.

Conclusion

In light of the foregoing, it is respectfully submitted that all of the presently pending claims are in condition for allowance. Prompt reconsideration and allowance of the present application are therefore earnestly solicited.

Respectfully submitted,
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